



CITY OF CAMBRIDGE

Community Development Department

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MEMORANDUM

To: Robert W. Healy, City Manager

From: Beth Rubenstein, Assistant City Manager, Community Development Department
Susan Clippinger, Director of Traffic, Parking and Transportation

Date: November 17, 2009

Re: Council Order O-2, dated November 2, 2009 regarding the possibility of installing bicycle racks at Broadway Market and the new Trader Joe's at Fresh Pond

Annual bicycle counts indicate that the number of trips taken by bicycle in Cambridge has increased by 100 % between 2002 and 2008. An increase in bicycling trips is accompanied by an increase in the demand for bicycle parking.

Under current zoning, one bicycle parking space is required for every ten automobile parking spaces in most new development projects.

In conjunction with the Building Permit review process conducted by the Traffic, Parking and Transportation Department, developers are encouraged to provide more than the minimum bicycle parking requirements because of the increasing demand for bicycle parking in Cambridge. The Community Development Department (CDD) and Traffic, Parking & Transportation Department (TP&T) created a "Bicycle Parking Guide" that has been instrumental in improving the quality of bicycle parking installation on private property.

Newly-built Trader Joe's. The new Trader Joe's is located in a building that is part of a development project on the former Ground Round site. As part of the parking review conducted by TP&T, a covered bicycle parking facility was included in the design. Four racks were installed with the capacity to hold eight bicycles. The racks should have been centered under the covered parking facility, but instead were located at the edge. TP&T had informed the developer that the racks must be relocated to the center under the covered parking facility.

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Fresh Pond Mall. There is currently a bicycle parking facility near the entrance to Whole Foods consisting of seven racks with the capacity to hold 14 bicycles. This facility is protected from rain by the building overhang. The Fresh Pond Mall also has bicycle racks located on the side of the adjacent liquor store. Because of the sizable length and number of retail establishments, it is desirable to have bicycle parking closer in proximity to each establishment. There are ample opportunities for the owner of the Fresh Pond Mall to place additional bicycle racks on their property.

Broadway Marketplace. This retail establishment is located at 468 Broadway. It has a parking lot across the street which accommodates 14 vehicles. A few years ago, the city installed two bicycle racks in front of Starbucks on the public sidewalk with the capacity to hold 4 bicycles.

CDD will contact the property owners at the Fresh Pond Mall and Broadway Marketplace to encourage them to install additional bicycle parking facilities, and will provide them with a copy of Cambridge's Spring 2008 "Bicycle Parking Guide."